



INNOECOFOOD - Eco-innovative technologies for improved nutrition, sustainable production and marketing of agroecological food products in Africa

Grant agreement no: 101136739

Plan for dissemination, communication and exploitation activities

Work package: 8

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List of acronyms;

EA-AU	European Union-African Union
CC	Communication Committee
CVH	Community Virtual Hub
EATiP	European Aquaculture Technology and Innovation Platform
EFFoST	European Federation of Food Science and Technology
EIP-AGRI	Agricultural European Innovation Partnership
GFCM-CAQ	General Fisheries Commission for the Mediterranean- Scientific Advisory Committee on Aquaculture
IIPC	Innovation and Intellectual Property Committee
IUFoST	International Union of Food Science and Technology
KOs	Key outputs
KP	Knowledge Products
SETAC	Society of Environmental Toxicology and Chemistry
TRL	Technology Readiness Level 7: system prototype demonstration in operational environment.
TOR	Terms of Reference
WEFTA	Western European Fish Technologists Association

Executive Summary:

The present document is among the first deliverables to be submitted on behalf of the INNOECOFOOD project, funded under the European Union's HORIZON Research and Innovation Actions under project number [101136739](#).

This Plan for Dissemination and Exploitation is part of Work Package 8, on Training, Dissemination and Communication. It provides project partners and donors with guidelines and an action plan for communication, dissemination, and exploitation of knowledge generated by the INNOECOFOOD project.

The plan for communication, dissemination and exploitation will 1) define the objectives of the communication, dissemination, and exploitation actions, the language that will be used, and how to establish contact with the direct users of the project outcomes; 2) identify the target audience, objectives for communicating to them and outline the channels that will be used for these actions; 3) define actions to undertake to achieve the identified objectives along with a timeline in terms of communication tools, dissemination and exploitation strategies; key performance indices.

The plan is adopted from the Grant Agreement supported by the communication Committee TOR. To ensure maximum impact, all project partners will contribute to the implementation of the approved plan.

We have to note that The plan is a living document, to be updated throughout the project based on identified needs or adjustments.

1.0. Introduction

1.1. Background of the INNOECOFOOD Project

INNOECOFOOD aims to establish innovative production/ business ECOHUBS and improve local aquaculture farms using AI and IoT in six African countries. To support EU-AU markets and trade, INNOECOFOOD will train rural farmers, youth and women to innovatively produce and process nutritious aquaculture catfish and tilapia, blue-green cyanobacteria spirulina, and insect value chains that will be processed into certified marketable human food products and feed. This farm to fork approach, reaching TRL7, will be achieved by using climate smart sustainable local resources, innovative chilling and drying processes using renewable energy, reduced water consumption and circular systems within the ECOHUB by an experienced multi-actor consortium comprising 20 partners in Europe and Africa and rural communities

Communication and dissemination plan will be outlined all related knowledge management tools, channels, feedback loops and key messages to be disseminated to diverse audience and stakeholders. Internally, INNOECOFOOD partners will communicate through regular online and off-line workshops and progress reviews with access to all knowledge outputs and project materials on the virtual ECOHUB.

Results and knowledge outputs gathered using AI sensors and IoT in the ECOHUB and living labs and Partners Institutions, will be available on the Cloud to project partners and communicated to a wider audience or stakeholders using diverse media: Project Website, targeted social media channels, educational videos, short documentaries, E-Learning, leaflets/flyers, policy briefs, booklets and TV interviews.

Effective knowledge exploitation relies on concrete knowledge management protocols. Knowledge protection is particularly important, as information regarding novel exploitable solutions, human health and food safety such as is expected to result from the INNOECOFOOD project, can reasonably be expected to be commercially or industrially exploited. Thus, we strongly encourage all project partners to assess whether their results can be exploited, rather than immediately communicated through the traditional research publication channels.

If partners decide to communicate their results prior to (or instead of) exploiting them, the INNOECOFOOD project has set up a process through which project results will be evaluated carefully to assess whether there really aren't any potential exploitable results needing protective measures before being communicated, or results that might need to be carefully communicated if there might be a risk to consumers health. Therefore, besides the work package devoted to communication (WP8), Innovation and Intellectual Property (IIPC) and Communication Committees (CC) have been created within the management structure of the project (Figure 1).

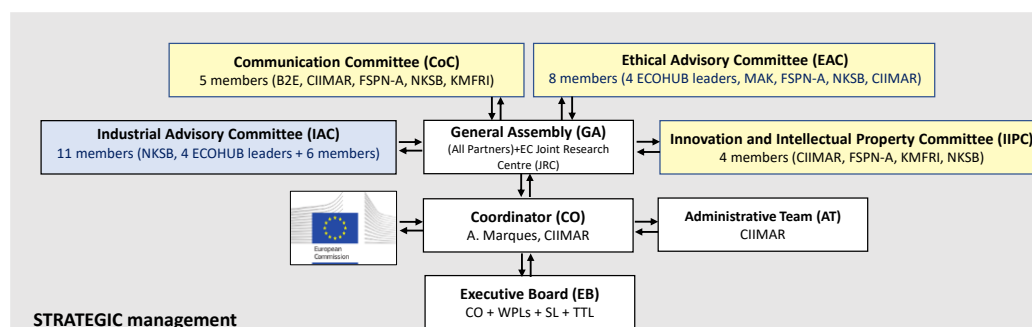


Figure 1. Strategic management structure of INNOECOFOOD indicating the interaction of the Communication Committee (CC) and Innovation and Intellectual Property Committee (IIPC) with the consortium

1.2. Objectives of communication

The overall goals are:

- i) All materials, tools, results and knowledge outputs generated and availed in a knowledge management system accessible to all countries, and designed for wider audience to ensure the achievement of the impacts outline
- ii) Ensure Findability, Reusability, Reproducibility of services, new products and materials created in the project by other stakeholders.

Through its communication, dissemination and exploitation strategy, the project seeks to achieve the following objectives:

- To raise awareness around project activities,
- To facilitate regular communication and inform the relevant audience about project progress, challenges, and other relevant information,
- To communicate and efficiently disseminate finding and results among relevant stakeholders and decisionmakers across the six target countries and beyond,
- To identify the adequate and appropriate communication and dissemination channels to ensure effective communication within the consortium, with the target groups and other key stakeholders,
- To identify key messages to be promoted and delivered by the project, and
- To maximize exploitation of project's results.

1.3. Communication language

INNOECOFOOD project spans a total of eight (6) countries, who have demonstrated ability to speak English. To ensure effective communication around the project; the project will use English language in project communication. In case of country activities and events, especially in-person for the individual countries they are likely to use their native languages and therefore, for project purpose, a translation will be needed for the non-natives in the project to understand.

All project reports and deliverables will be submitted in English, the project's official reporting and agreement language.

1.4. Establish direct contact with expected target users of INNOECOFOOD outputs and communicate regularly about the project and its progress to build up rapport/close links

The CC shall establish links with European, African and national agencies/authorities responsible for food communication (especially EFSA, FAO, Food Standards Agency-UK, and national food safety authorities) to ensure a communication of project outputs that the General Assembly considers relevant for stakeholders (e.g. industrials, authorities, policy makers, consumers).

<p>PROTOCOL:</p> <ul style="list-style-type: none"> • Identify target & end users (e.g. from the project database, partners’ existing contacts, and through the KOT process). • Establish contact persons (at individual level) in organisations. • Communicate regularly about the project and its progress to build up rapport / links and create interest.
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Mechanism for strengthening communication: this will have enablers how knowledge management will be presented in terms of communication materials, types and associated visuals.

- Content evaluation: This will involve evaluation of contents, dissemination material like training guide/manuals, lessons learnt, success stories, and publications.
- Collection of templates: will highlight templates that will be used for collecting information for reports, success stories and other branding materials.
- Accessing manage knowledge management channels and supporting information sharing: This will outline how information will be centralized through IMS and which platform will be used for catch up meetings.

2.0. Our intended target Audiences

The INNOECOFOOD project targets a diverse audience due to its broad scope and objectives. The initiative aims to benefit a large audience. The table below summarizes each target group, objectives, dissemination content, and channels:

Target	Overview of the target	Objective	Channels.
Regional, national and local governments	This group includes policy makers for rural development, FNSSA and AU,EU,UN	- Provide data and research to influence evidence based policy making. - Strengthen partnerships and government support.	High-level convening events, policy briefs, policy event, project factsheets, final recommendations in deliverables, general dissemination, press releases and media.
Education and Knowledge institutions	These include: universities, vocational/educational/training centres and scientific organization	- Foster knowledge exchange and learning. - Promote exploitation of project results.	Technical reports, publication in local and international peer reviewed journal, policy briefs booklets, leaflets,

		- To increase advanced research and development to support agro-ecological farming amongst youth and women	facts sheets trainings, demonstration workshops, E-Learning platform, conference presentation, food fairs
Aquaculture farmers Farmers: women and youth	Rural youth and women involved in agribusiness	- To increase adoption of Agro-ecological farming/food production innovations and technology by locals to establish further ECOHUBS in rural settings. - To increase access to alternative cheap nutritious, safe food and reduce incidences of protein deficiencies and related health problems among the youth, women and children. - To reduce environmental damage from sustainable farming	Trainings and demonstration workshops, E-Learning platform, media, culinary events, market days
Public and private Sector	They include providers of funding, support and demand for Agro-ecological innovations and AI and IoT	- To increase financial independence/security for farmers. - To strengthen public and private partnership for upscaling and sustainability of the ECOHUB services - To improve aquaculture in lakes and rivers with AI sensors and IoT	High level convenings, media, News letters, facts sheets, YouTube, blogs and social media posts
Schools	These are primary and secondary schools students, teachers, parents and support staff	- To increase adoption of Agro-ecological farming/food production innovations and technology by locals	Media, hub demonstrations videos\presentations, Learning tours

		- To enhance behavior change communication.	
Innovation Ecosystem Stakeholders	These are private and public business support organizations, innovation intermediaries/agencies, clusters, food industries in Africa and Europe	<ul style="list-style-type: none"> - To strengthen public and private partnership for upscaling and sustainability of the ECOHUB services. - To increase efficiency and supplies of fish, spirulina and insects for food and feed. - To increase development of conventional and novel food from the above value chain, certified for trade. 	Learning platform, conferences, media, peer reviewed journal, policy briefs booklets, leaflets, facts sheets, website,
Media	These are media outlets such as radios, television stations and news papers.	<ul style="list-style-type: none"> - To increase adoption of Agro-ecological farming/food production innovations and technology by locals. - To increase publicity of new findings in the project 	Reach out to media stations for event coverage or interviews.

ey messages will be provided as the project implantation progresses for the above target audience.

3.0. Communication tools

3.1. Visual identity

3.1.2. Logo

3.1.3. Project Logo

A project logo has been developed to facilitate project identification, visibility, branding and recognition of the project. The logo vectors will be included in all project promotional material including the social media, website, merchandise etc. It will facilitate recognition by the audience regardless of the communication channels and platforms that will be used for visibility around the project.

The logo architecture is made up of acronym name element, innovation icon, water element, spirulina, locust for insects, two fish which are key components of the project.



3.1.4. Reference logo

The European flag (emblem) and funding statement (Funded by the European Union), acknowledging EU support will be displayed on all project infrastructure and communication materials.

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.



**Funded by
the European Union**

Protocol-Logo placement

1. To ensure uniformity in logo positioning, below are guiding pointers:
2. All the provided logos can be used depending on circumstances such as background of where they placed. Can be on documents, branded materials or media.
3. For official documentations, use the original logo as a preference. Where circumstances don't allow, meaning lose of visibility of the logo, use the black or white versions.
4. It should be placed at the top centre for documents shared internally in the consortium. The European Union logo to be placed at footer left end with grant agreement number on the right.
5. On excel sheets, at the header, place the project logo at the initial position followed by the horizontal European Union logo version.
6. Mock ups are provided for logo placement for branded materials such as pens, note books and t-shirts.
7. Templates for social media and power point presentation have been developed and disseminated for use.
8. CC Chair FSPN-Africa will check whether the Partners intending to disseminate have obliged to Grant Agreement Article 17.
9. Partners responsible for a communication or dissemination of results shall include the EU emblem and disclaimer text, and FSPN-Africa and other CC members cannot be held responsible for any consequences related to any communication or dissemination of results not carrying the EU disclaimer.

According to Article 17.2 of the Grant Agreement (Visibility — European flag and funding statement):

“Unless otherwise agreed with the granting authority, communication activities of the Partners related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate): Funded by the European Union or co-funded by the European Union.”

Moreover, according to Article 17.3 of the Grant Agreement (Quality of information — Disclaimer):

“Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate): “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.”

- **Templates for consistency.**

The project has provided templates for social media, power point and dissemination activity for conformity and consistency. The dissemination activity template will be used by the communication contact person to provide detailed information about upcoming, ongoing and post events for publicity on communication platforms.

3.1.4. Project banners

The project will design a standard roll-up banner will be used during internal and external events and will serve to present and promote the INNOECOFOOD Project. Roll up banners will be used by partners during launches of different work packages, kick off meeting, training activities, workshops or conferences.

The standard banner will contain project goal, objectives and consortium logos. Partners can also customize other banners that publicize their activities.

3.2. Website

A website has been dedicated for the INNOECOFOOD Project and is already set up, undergoing minor updates.

A project website is live and will play a key role in enhancing project visibility for the INNOECOFOOD. The URL for the website is www.innoecofood.eu.

The website has multiple roles as:

- A communication resource to promote the project, its objectives and partnership.
- A communication resource to update interested parties on progress, results and outcomes.
- A repository for deliverables and outcomes to the public.
- Dissemination of project and related events.
- A link to the e-learning platform.
- Provide information on the Ecohubs and Aquaculture cages.

The public project website is visually attractive and informative. New visual media and dynamic outreach products are and will be used (i.e. videos, animations, interactive tools, newsletters, etc.) on the website.

Key features of the website will be updated regularly and include:

- **Homepage:** will display overall information about the project from different sections and provide to those individual pages.
- **About:** provides information about what the project aims to achieve and the approaches that are being employed.
- **Ecohubs page:** will host information on the location of Ecohubs and Aquaculture Living Labs and updates of ongoing activities.
- **Partners:** houses partners information, displaying summary information of their institutions, their roles in the project, specific objectives, Team members and their roles in the project.
- An **Events calendar:** includes all the events organised by the INNOECOFOOD consortium as well as events where INNOECOFOOD beneficiaries are going to be represented and any other events of interest to the consortium, e.g. IUFoST; EFFoST. They include; kick off workshops, seminars and conferences.
- **News and Media section:** regularly updated throughout the project's lifetime with news about the project as well as external news relevant to INNOECOFOOD. It houses all dissemination products and activities including open access scientific papers, articles, press releases, success stories and fact sheet.
- **Community:** hosts Community Virtual Hub, a digital powerhouse providing tailored training for rural farmers, youth, and women in the Ecohubs.

Protocol

- FSPN Africa will set up and manage the INNOECOFOOD public website (www.innoecofood.eu) including regular updates. Beneficiaries wishing to upload materials, news or events to the website should contact (benadict.isiaho@fspnafrica.org).
- Beneficiaries are requested to include a link to the INNOECOFOOD website on their own institution websites, projects section.
- Beneficiaries should share their bios and team members contributing to the project with their roles. On dissemination, a template is provided for the sharing their information for timely publications. The activities in blogs by partners should be shared for concurrent publications.
- This apply for events as well. Partners to share their events details 1 week to the event and if they have posters ready they can share as well.
- The project will be recognizing partners when they share updates of upcoming activities, dissemination or project activity reports/articles and omit the person who did the compilation. Additionally, INNOECOFOOD authors of guest articles/blogs on topical issues related to the project when presented for publication on the project website.

3.3. Social media

The social media are part of the IINOECOFOOD platforms that will be used to communicate relevant information or news along the period of the project. LinkedIn page, Facebook and X pages were created during the project inception: [INNOECOFOOD](#), [Innoecofood](#) and @INNOECOFOOD

High quality photos, posters and short videos will be used to communicate to wider audience on the project milestones and activities. While Facebook, Instagram and Twitter will be oriented towards the general public, LinkedIn will be oriented towards professional stakeholders of relevance to the project activities, including food security and nutrition experts, technology experts, policy makers and researchers.

PROTOCOL – Social Media

- Ensure the content you are sharing is yours to share as a partner. If not, acknowledge the source accordingly.
- Ensure there are no Intellectual Property (IP) issues.
- Photos from partners on projects activities will have the project template for posting on the project SM.
- Partners can customize the templates to their internal branding but ensure the EU emblem and project logo are placed at the bottom of the post and are visible.
- In the situation of a poster for an upcoming involving consortium partners, project logo and EU logos will be used alongside the contributing partners logo. Check on **PRIOR NOTICE PROCESS – PROTOCOL in the Annex.**
- LinkedIn and X accounts will also use relevant hashtags to facilitate retrieval of information and amplify the reach of disseminated information. Some of these hashtags will be: #SustainableAquaculture #Ecofriendlyproducts #RenewableEnergy. To partners, Tag or refer to INNOECOFOOD and utilise other #'s related to the project.
- Use the recommended emblems to acknowledge EU funding as illustrated on the template. Tag European Union on social media posts.
- Make information available quickly.
- Staff from consortium partners can make posts on their personal accounts to amplify messages and project visibility.
- Folder will be created with subfolders for each partner where they will be uploading dissemination activities and related evidences or materials in the **SYNOLOGY.**
- For rapid posting, ensure the consortium communications Lead and/or CC is in copy with what is to be relayed out. An abstract should be shared before the activities such as events referenced to 45 days notice and dissemination activity shared immediately after happening to ensure simultaneous publication of the same to enhance consistency.
- Posting frequency will be guided by the amount of information shared by partners for publicity purpose.

Social Media Code of Conduct

- Do not use offensive language, argumentative or illegal content etc.
- Protect yourself against internet/social media bots by, blocking known bad bots; enable CAPTCHA where necessary; monitoring traffic spikes and login attempts;
- Do not engage with online trolls.
- Be vigilant of (targeted) spam and phishing and do not open suspicious messages.
- Make yourself familiar with the privacy and data protection policy of the social media platform you are using.
- Be aware of the risks of social media!

For more information and guidance on the use of Social Media please consult the EC publication: 'Social Media Guide for EU funded and R&I projects':

https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/social-media-guide_he_en.pdf

3.4. News Letters

INNOECOFOD e-newsletter will highlight project results and include project news, external news and relevant information on the innovations in the project. The e-newsletter will be sent to:

- Project beneficiaries
- Stakeholder contacts
- Any other interested individuals

Protocol

FSPN-A shall develop and distribute INNOECOFOD biannual newsletters, but input from Partners regarding project Foreground is required regarding ideas and content. Inputs should be sent as indicated in the **IIPC and CC TOR** (See Annex) i.e. 45 days notice is provided to allow sufficient time for screening, review and recommendations. The CC has a maximum of 10 calendar days (for a dissemination or communication activity, a poster or oral presentation) to complete the assessment from the Communication perspective.

All contributing Parties will be given prior notice of planned publication, in order to allow for review and feedback guided by the CC. In case one has an objection, the objection should include a precise request for necessary modifications.

Beneficiaries are expected to send the newsletters to their own contacts and networks for optimum distribution and dissemination.

3.5. Key messages

Key messages will be short for easy understanding. They will provide key data updates on policy, nutrition and trends and promotes the consumption of the aquaculture, insect, spirulina and black soldier flies as well how these products are farmed.

Each target audience requires a specific strategy for communications. For the general audience, including consumers, youth, women, parents, producers, the goal is to foster awareness and interest in transitioning to utilization of Eco-innovative technologies for improved nutrition, sustainable production and marketing of agroecological food products. To achieve this objective, it is important for the project to take into consideration the different socio-economic and demographic contexts of the target population and deliver messages that are relatable, easy to understand, and appealing.

Key messages will be short will address key outcomes; Sustainable production, Innovative food and feed products Marketing of food and feed products from different work packages. We will also draw

messages from publications and policy briefs of the project and from related programs or researches deemed relevant to INNOECOFOOD implementation and audience utilization.

These key messages will be disseminated through a combination of channels, including social media, radio broadcast, campaigns, and many others to ensure maximized dissemination.

3.6. Success stories and blogs

Success stories are short stories aiming to demonstrate project results, with a focus on the difference the project has made on the lives of project participants.

Protocol

- Success stories will highlight stories from participants, using their own voice with the integration of real quotes from the person being featured. These stories may be written or captured through videos.
- Written success stories should not exceed 5,000 characters and will integrate images of the participants and related activities.
- Written success stories will be showcased on the project's website and links will be shared via the project's and consortium members' social media accounts (Facebook, LinkedIn, and X).
- Videos will be uploaded on the YouTube account and shared via the website and social media platforms.
- Blogs will be written after activities by partners communication contact persons and shared in dissemination activity template to benadict.isiaho@fspnafrica.org for review and publication on the website. E.g. Inception workshop, conferences etc.
- Partners are not copy paste everything from the grant agreement and share out in their blog pages. Instead, use the grant agreement as a guide to keep them looped to project roles, outcome and impact. Focus more on the output and outcomes of the activity such as lessons learnt, key messages.

4.0. Dissemination Strategy

Results and knowledge outputs from INNOECOFOOD will be disseminated to key stakeholders and the aquaculture value chain actors from local and international communities with the assistance of JRC: local leaders, youth and women smallholder farmers, scientists, national and regional policy makers and SMEs focusing on aquaculture products.

The project will also maximize dissemination activities and promote the use of knowledge outputs and results to farmers' organizations, academic institutions and local training centres.

The dissemination activities to be applied in the project include technical reports, publication in local and international peer reviewed journal, policy briefs booklets, leaflets, facts sheets, trainings, demonstration workshops, E-Learning platform, conference presentation, exhibitions, food fairs, market days, educational videos and short documentaries.

Diverse media for dissemination will reach a wider audience through YouTube, blogs and social media posts, the INNOECOFOOD website, participating institution websites, SARNISSA website and regional fisheries bodies organizations with a goal to influence policy, attract key stakeholders in aquaculture, spirulina and insects' value chains.

Protocol

4.1. Events

Internal

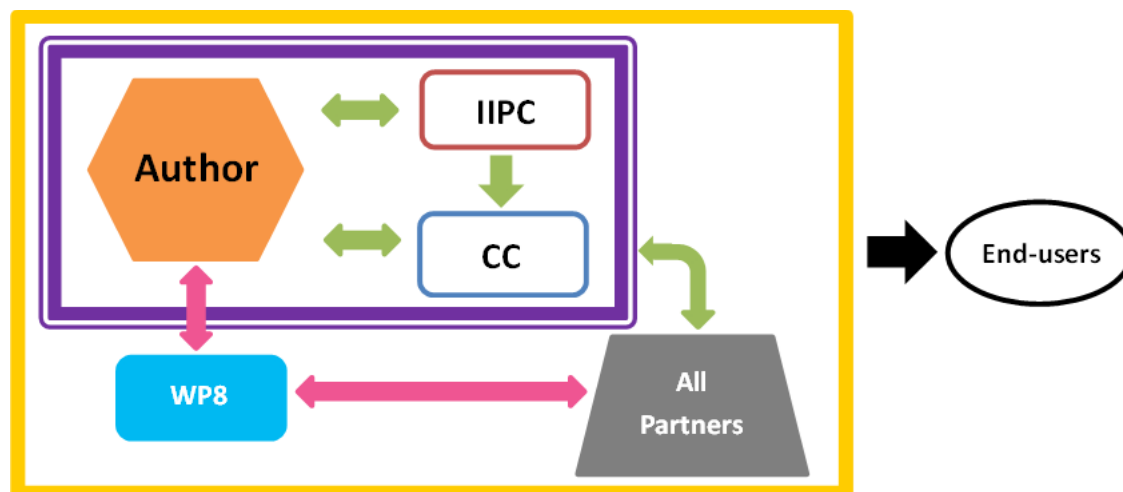


Figure 2. Summarising diagram indicating the established procedure around communication and dissemination activities (pink circuit: prior notice; green circuit: IIPC/CC assessment).

INNOECOFOOD consortium members will organise several dissemination events including conferences, online events and launch events where they will present results of their works using different materials provided above.

Project and living lab launches: In February 2024, CIIMAR hosted the mega project launch event, bringing together all consortium members over a three-day period. The launch provided an opportunity to introduce the different participating organizations, to foster greater knowledge on other work packages, and to facilitate understanding of EU rules and regulations.

The implementing partners will also follow suit in their respective countries where they will introduce the project to beneficiaries and respective government stakeholders to influence project acceptance.

Online events/webinars: Webinars will be organized by partners to highlight progress of their outcomes. This will help come up with 1st and 2nd Batch of practice abstracts at M18 and M36 respectively. Community virtual Hub Project will be utilized for the same especially if the information to be shared is agreed deem for open access by the public. Reports and webinar presentations will be disseminated at the end of each webinar. Webinar recordings will be uploaded on the project's YouTube and relayed on the project website, CVH and social media platforms to ensure on-demand access, even beyond the project duration.

For those deemed for internal use will be restricted from the public.

Conferences: The project will organize one conference at 18 M (for collaborators and relevant projects), aiming to mobilize a wide audience and achieving remarkable outreach, and 2 conferences at 36M, will be held in project countries to disseminate project results (technology and innovation) to scientific and non-scientific community, policy makers and local industry.

Project Foreground shall also be presented, as oral and poster presentations, etc., at major international events, such as WEFTA, SETAC, EATiP assemblies, GFCM-CAQ, Aquanor, Foodintegrity, Primefish, Aquaculture Africa, Food Hydrocolloids.

External events

In addition to project organised events, INNOECOFOOD consortium members will also attend relevant International and sector relevant conferences, meetings, etc to communicate the results of the project to the maximum number of persons.

Consortium members will look for opportunities to present the project during other EU Horizon-project activities as well as external events through invites for key note addresses or conference/workshop at National and international levels.

The project currently intends to use the mailing list to disseminate information on upcoming relevant events.

4.2. Campaigns

These will attached to social media, email and project sites on chosen key topics related to the project activities or to promote innovative products from the project. This can done through distribution of leaflets, facts sheets, demonstration workshops, E-Learning platform, conference presentation, exhibitions, food fairs, market days, educational videos and short documentaries.

4.3. Media coverage and Press releases

4.3.1. Media coverage: The project will mobilize written media and magazines, radio, and television to ensure coverage of key project activities, especially high-level events as well as project launches. This will be done purposely to influence project uptake by the community and visibility.

4.3.2. Press releases:

FSPN-A will take the lead in writing and publishing press releases, based on Partners' inputs and news. Press releases will be disseminated widely, and all Partners will be encouraged to distribute these at national or regional levels to ensure that industry, civil society organisations, policy-making authorities, and the wider community are aware of the project, its objectives and, its outcomes.

Where Partners want to initiate writing of an article, they may proceed. They can contact FSPN-A for support in writing and editing and graphics and images, as required. Regulate how much information that can be shared out to the public.

The strategy is intended to ensure that there is publicity and media coverage at local, regional and European levels.

Several existing channels and networks for disseminating news that will be used to broaden awareness of the project. For example:

- E-newsletter
- Social media channels (X, facebook)
- LinkedIn
- Relevant EC projects sites such as **EIP-AGRI web site**

5.0. Exploitation Strategy

The exploitation activities for the INNOECOFOOD will run concurrent to the dissemination activities with a focus on strengthening private and public partnership in upscaling the technological and innovative services provided and products developed in the six rural Agribusiness ECOHUBS. The exploitable results from the INNOECOFOOD include:

- ECO HUB services:** Aquaculture Research, Business and Innovation facilities including AI-IoT controlled innovative solar powered production and processing.
- ECO HUB products:** These include catfish, tilapia, high nutrient affordable fish feed, spirulina and insect protein innovative food products, fish skin gelatine and hydrolysates.
- Training Modules and Educational Materials:** Contextualized training content that will extend beyond the project cycle to other stakeholders.
- Access to markets for the eco-farmed fish, insects and spirulina:** digitally.

Protocol

Should INNOECOFOOD results be commercially or industrially exploitable and their protection possible, reasonable and justified, then the Partners that own the results must provide for adequate protection of the results during an appropriate period and in a suitable territory. Note that although IP protection is beneficial for a prospective commercial or industrial exploitation, it is not mandatory. The choice of the most suitable form of IP protection, as well as the duration and geographical coverage depends on the results at stake and related target markets, but also the business plans for their exploitation and legitimate interests of consortium partners.

5.1. Publications:

When research Foreground becomes available, INNOECOFOOD Partners are encouraged to publish results in high-impact, scientific (peer-reviewed) journals, as well as in form of policy briefs. The INNOECOFOOD consortium shall comply with the Grant Agreement rules on open access publications.

The main author of a dissemination activity involving results from INNOECOFOOD will send information on the intended dissemination or communication activity to the IIPC chair (Kalvince Otieno; o.kalvince@fspnafrica.org) with a completed IIPC/CC checklist (See IIPC and CC TOR). The IIPC will do assessments consisting of:

- a. Screening, i.e. if all information required from the author is included in the IIPC/CC checklist.

- b. Review of all documents (the abstract, or the full (draft) publication or similar) to identify potentially exploitable information.
- c. Identification of potential conflicts of interest related to authorship and institutions involved, including entities external to the consortium.
- d. Confirmation, i.e. if the Foreground is from activities performed in the project or in collaboration with external entities or other projects.

After the assessment is done, recommendations will be given where necessary and documents be signed off for publication.

For more visibility and exploitation, the project publications will be on INNOECOFOOD web-site, Partners' websites and SARNISSA (Sustainable Aquaculture Research Networks in Sub Saharan Africa). Partners can also do popular versions to increase uptake by non-science community.

The Joint Research Centre (JRC) will be an associate partner, particularly the Economics of Agriculture Unit with an active role in the project General Assembly and in supporting the consortium to disseminate results of the activities developed by INNOECOFOOD.

Batch of practice abstracts will be published on **EIP-AGRI web site. 2 batches are expected at M18 and M36**

5.2. Knowledge Products, virtual or hard copy

Knowledge products (KP) are knowledge outputs, and refer to documents and publications capturing project activities, results and lessons learned. KPs include reports and good practices brochures, booklets, leaflets and compile knowledge that can be used and benefited from by relevant stakeholders. All approved KPs will be available on the project website and will be promoted on the different project platforms.

5.3. Exhibitions, food fairs, markets and schools

At least 8 trained youth and women from the participating countries will attend national trade fairs or agricultural exhibitions to demonstrate the climate smart technology to potential stakeholders and show new products that will be developed by the project.

Short video documentaries/films showcasing the product development processes developed and will be distributed in schools to educate them in climate-smart technologies. The videos will also be availed on online platforms.

Two local market days will be selected mapped by ECOHUB leaders to support dissemination through promotion of the fish, spirulina and insect products, to strengthen the producer-client relationship.

5.4. Learning Tours and Agricultural Extension Services

The ECOHUBs will welcome learning tours by farmer serving organizations, national and regional government ministries, schools, Women's Groups, Young Farmers and SMEs supporting the value chains among other stakeholders to influence uptake technologies and innovations of the project.

ToTs will spearhead the uptake of knowledge by the community members. This include climate smart technologies, new innovative eco friendly products, and viable business models.

6.0. Gathering information on the project outcomes

WP8 will collect Knowledge Outputs generated using the KOT template and through interviews with Partners. FSPN-A will analyse the information provided and, together with the Partners, identify high potential Foreground. FSPN-A will pass these to the IIPC, following the protocol outlined in the DEP – Section 2.2. For high potential KOs for which KO Pathways will be elaborated, FSPN-A will develop Knowledge Transfer Plans that will be passed on to the IIPC for approval.

7.0. Establish links and communicate sensitive information to national, African and EU agencies

It is important to establish regular contacts with EU, African and national authorities on food safety and quality (ex. FAO, EFSA). Therefore, the CC will maintain the authorities informed on the development of the project dissemination on a periodic basis through the annual e-newsletters and factsheets.

Outputs considered relevant to end-users, other than commercial organisations or individuals (e.g. EU and national authorities responsible for food safety and risk communication), and not exploitable or patentable by Partners, shall be communicated to end-users. The KOT template will help identify end users for each KO and Partners involved in the KO are expected to support identification of end users at a detailed level.

Where the KO concerns a scientific publication, authors shall ideally provide the publication (draft copy) or otherwise the abstract/summary. Furthermore, during events related to specific KOs, EU, African and national authorities shall be invited by the CC to attend the events.

8.0. Key Performance Index

Activity	Channel Used	Indicators
Communication		
Press releases	Media outlets, Project website, partners websites, SARNISSA	<ul style="list-style-type: none"> Number of press releases issued
Social Media campaigns, posts and announcements	X, LinkedIn, Facebook, Instagram	<ul style="list-style-type: none"> Number of posts
News letters	Email, website	Number of newsletters
Articles, blogs, news, event announcements	Project and partners' websites, SM	Comprehensive website
Dissemination		
Publications: Academia and project outcomes & impacts	Journals, conferences, Project website, partners website, EIP-AGRI web site	<ul style="list-style-type: none"> Number of publications disseminated
Workshops and Seminars	In-person, Webinars	<ul style="list-style-type: none"> Number of workshops
Media	TV, Radio, Podcasts	<ul style="list-style-type: none"> Number of appearances
Exploitations		
Stakeholder Meetings	In-person, Online	<ul style="list-style-type: none"> Number of stakeholders engaged,
Policy briefs	Project website, partners website	<ul style="list-style-type: none"> Number of publications,

8.0. Annexes

8.1. [Project Logo](#)

8.2. [Innovation and Intellectual Property Committee \(IIPC\) and Communication Committee \(CC\) Terms of Reference \(ToR\)](#)

8.3. [Guide on Prior Notice Process – PROTOCOL](#)